

6th International Conference
of the Academy of Wine Business Research

BEM - Bordeaux Management School

Call for Papers

The 6th International Conference of the Academy of Wine Business Research will be organized in Bordeaux on the 9th to 11th of June 2011 by BEM. As for all previous AWBR conferences, it will bring together academics and industry members to explore business challenges facing the wine industry.

BEM - Bordeaux Management School will host the conference, with Professor Hervé Remaud heading the conference committees, Professors Tatiana Bouzdine Chameeva and Hervé Remaud co-chairing the scientific committee, Professors Jacques-Olivier Pesme and Hervé Remaud co-chairing the general organisation committee.

BEM - Bordeaux Management School is located in Talence, a few kilometers away from Bordeaux city centre. BEM is easily accessible by tram, so we would encourage you to book your accommodation in the city centre to enjoy the fantastic historical architecture of Bordeaux (and its night life). You may know that Bordeaux has been recognized as a World Heritage site by UNESCO in 2007. Bordeaux and its surrounding region are well known for its wines but also lots of other culinary specialties including oysters, cheeses, pastries, and many more.

The conference will follow the format of the previous conferences with the last day being devoted to visits of wineries.

In addition to the usual business topics, each AWBR conference aims to explore a specific aspect of the wine industry. In 2011, the theme will explore the (business) faces of wine sustainability.

Conference theme: 'The Faces of Wine Sustainability'

The theme of the 6th International Conference of the Academy of Wine Business Research is 'the faces of wine sustainability'.

For the last 12 months, the wine industry has seen more and more wineries as well as wine retailers claiming their sustainable practices and promoting their sustainable responsibility. What we believe is a major trend in the wine industry faces at the same time a lack of definition and conceptualization from academics.

The 2011 conference aims to fill that gap and encourage researchers as well as practitioners (and professionals) to submit papers covering the various faces of wine sustainability, from consumers' preferences for sustainable claims to wine firms' strategic marketing decisions, including the institutionalization of wine industry sustainable development.



While we invite participants to focus on a sustainable dimension of the wine industry, we welcome papers that do not necessarily relate to the theme of the conference. We suggest the following topic areas:

- Consumers' preferences and wine buying behaviour
- Business and marketing strategy for wineries
- Innovation processes and product development
- Entrepreneurship and family business
- Branding
- The value of country and region of origin
- Retailing practices including distribution,
- Supply chain and operations management (a special issue of the Supply Chain Forum: an International Journal will select the best papers of that track)
- E-business and e-marketing
- Food and wine associations, wine in the food service sector
- Relationship marketing, selling and sales management
- International strategies and practice
- Financing and accounting for wineries/vineyards
- Human resource issues for the wine industry
- Wine tourism including direct sales from the cellar door
- Wine consumer loyalty programs including wine clubs
- Wine media and public relations
- Legal and regulatory issues in wine
- Case studies in wine business

Other topics reflecting trends developing in the field of wine business research are also welcome.

We are looking for two types of papers taking place in two types of sessions at the 2011 conference:

- **Academic sessions** with papers having strong academic support. After a double blind reviewing process, we expect to select about 9 papers to be presented during the plenary sessions. These papers can be up to 10 pages long (No more than 15 including title, abstract, contact details of the authors, appendices and reference list). A template will be provided in due time and any paper not meeting these requirements will be sent back to the authors. The objective is to provide all participants with the state of the art on a wine (sustainable) business topic. We expect to have a best paper award in nature, ie a bottle of 1^{er} grand cru classé of Bordeaux, with the best paper elected by the audience.
- **Applied sessions** with papers having strong empirical support. These papers can't be more than 5 pages long (or 8 pages long including title, abstract, contact details of the authors, appendices and reference list). A template will be provided in due time and any paper not meeting these requirements will be sent back to the authors. The objective is to provide all participants an opportunity to explore a topic of their interest and communicate with other participants involved in that specific topic. As for these sessions, we expect to have a best paper award in nature, ie a bottle of 2nd grand cru classé of Bordeaux, with the best paper selected during the reviewing process.

In agreement with U. Orth, Editor of the *International Journal of Wine Business Research*, a selection of up to 6 papers will have a chance to be part of a special issue of the Journal. Priority will be given to papers that reflect the conference theme of the Faces of Wine Sustainability.

In agreement with the Editors of *Supply Chain Forum: an International Journal*, a selection of up to 3 papers will have a chance to be part of a special issue of the Journal. Priority will be given to papers that reflect the conference theme of the Faces of Wine Sustainability.

The deadline for submission of papers is 16 January 2011.

All papers will be reviewed by an expert panel and only those papers reaching a high standard will be accepted (for both academic and empirical types of paper). In some cases the authors may be required to revise their papers before being accepted.

Papers' abstract will be published in the Proceedings prior to the conference.

By submitting a paper at least one of the authors agrees to be present at the conference.

We look forward to receiving your contribution to the 6th ABWR International Conference in Bordeaux!

Pr Hervé Remaud
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Doctoral Colloquium

As part of the AWBR conference, BEM is organizing the 1st Doctoral Colloquium in wine business research. The colloquium will be organized immediately prior the AWBR Conference 2011, the 8th of June. Pr François Durrieu, academic director at BEM, will be in charge of the organization of the doctoral colloquium.

The doctoral colloquium aims to provide support and guidance to PhD students developing a thesis related to the wine business field. This will be a fantastic opportunity to discuss their dissertation research with other doctoral students and leading academics in the wine business field. All topics and methodological approaches within the broad field of business will be considered. Doctoral students at different stages of their dissertation can apply to the doctoral colloquium.

Doctoral students will have 30 minutes to present and discuss their work with the audience. Each doctoral presentation should focus on the research question, how it fits within the existing literature, data collection and results (if you have them).

The deadline for submission of a doctoral presentation (3 pages abstract) is January 16, 2011.

We look forward to receiving your contribution to the 6th ABWR International Conference in Bordeaux!

Pr Hervé Remaud
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